**Q:** Can the use of social movement framing in social media advertising increase women’s interest and participation in sexual violence research?

**SCREENER DATA**

- 2% of 60,341 women who saw advertisements clicked on them
- 32% of 1,328 continued to the screening survey
- 39% of 427 entered any screening information
- 60% of 167 were eligible

**Click on Social Media Advertisement**

- 7.6% Eligible Participant

**POST-STUDY DATA (n = 20)**

- 48% Race/Ethnicity
  - White: 31%
  - Hispanic/Latinx: 16%
  - Asian: 10%

- 84% Are more likely to participate in other research studies after The THRIVE Study

- "They motivate me to participate in other studies to help further research for other vulnerable populations"

- "I want to help in anyway I can if that means someone else doesn’t have to suffer"

- "It made me proud to contribute to such a good cause, and I would love other opportunities to do good in such a simple way."

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